

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions and listings of claims in the application.

Change to:

1 - 174. (cancelled without prejudice)

175. (currently amended) A program storage device readable by a computer, tangibly embodying a program of instructions executable by at least one computer to perform the method steps in a data processing method, comprising:

using ~~metadata mapping to integrate~~ integrating a plurality of data from a plurality of organization enterprise related systems, user input and an Internet in accordance with xml and a common schema to support organization processing,
searching for a plurality of keywords on the Internet,
storing a location for each identified keyword,
counting and classifying each stored keyword,
creating one or more keyword performance indicators, and
developing a model of organization financial performance by category of value that quantifies an impact of each of incorporates one or more keyword performance indicators, and using the quantified impact of each keyword indicator as a measure of a relevance of each keyword to the organization
~~where metadata mapping is guided by a metadata mapping table,~~
where a plurality of keywords and classification information are obtained from user input, and
~~where a metadata and conversion rules window is used to establish a metadata mapping table.~~

176. (previously presented) The program storage device of claim 175, wherein at least some data are pre-specified for integration and conversion

177. (previously presented) The program storage device of claim 175, wherein a plurality of integrated enterprise data are stored in an application database in accordance with a common schema.

178. (currently amended) The program storage device of claim 175, wherein a plurality of organization enterprise related systems are selected from the group consisting of advanced

financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, intellectual property management systems, process management systems, vendor management systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), scheduling systems, supply chain systems, quality control systems, purchasing systems, risk management systems and combinations thereof.

179. (previously presented) The program storage device of claim 175, wherein a common schema identifies data designations selected from the group consisting of components of value, sub components of value, known value drivers, elements of value, sub elements of value, non-relevant attributes and combinations thereof.

180. (previously presented) The program storage device of claim 175, wherein a data processing method further comprises storing a plurality of converted data in one or more tables to support organization processing.

181. (currently amended) The program storage device of claim 175, wherein ~~at least some data are pre-specified for integration and conversion~~ each keyword maps to the common schema.

182. (currently amended) The program storage device of claim 175, wherein ~~at least a portion of the data are obtained from an Internet or an external database~~ the program storage device comprises one or more intelligent agents.

183. (new) A computer implemented method for determining the relevance of a keyword, comprising:

- integrating a plurality of data from a plurality of organization related systems, user input and an Internet in accordance with a common schema,
- searching for a plurality of keywords on the Internet,
- storing a location for each identified keyword,
- counting and classifying each stored keyword,
- creating one or more keyword performance indicators,
- developing a model of organization financial performance by category of value that quantifies an impact of each of one or more keyword performance indicators, and

using the quantified impact of each keyword indicator as a measure of a relevance of each keyword to the organization

where a plurality of keywords and classification information are obtained from user input.

184. (new) The method of claim 183, wherein at least some data are pre-specified for integration and conversion

185. (new) The method of claim 183, wherein a plurality of organization related systems are selected from the group consisting of advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, intellectual property management systems, process management systems, vendor management systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), scheduling systems, supply chain systems, quality control systems, purchasing systems, risk management systems and combinations thereof.

186. (new) The method of claim 183, wherein a common schema identifies data designations selected from the group consisting of components of value, sub components of value, known value drivers, elements of value, sub elements of value, non-relevant attributes and combinations thereof.

187. (new) The method of claim 183, wherein each keyword maps to the common schema.

188. (new) A keyword relevance system, comprising:

networked computers each with a processor having circuitry to execute instructions; a storage device available to each processor with sequences of instructions stored therein, which when executed cause the processors to:

integrate a plurality of data from a plurality of organization related systems, user input, an Internet and one or more external databases in accordance with a common schema, search for a plurality of keywords on the Internet and in one or more external databases, store a location for each identified keyword, count and classify each stored keyword, create one or more keyword performance indicators,

develop a model of organization financial performance by category of value that quantifies an impact of each of one or more keyword performance indicators, and

use the quantified impact of each keyword indicator as a measure of a relevance of each keyword to the organization

where a plurality of keywords and classification information are obtained from user input.

189. (new) The system of claim 188, wherein at least some data are pre-specified for integration and conversion

190. (new) The system of claim 188, wherein a plurality of organization related systems are selected from the group consisting of advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, intellectual property management systems, process management systems, vendor management systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), scheduling systems, supply chain systems, quality control systems, purchasing systems, risk management systems and combinations thereof.

191. (new) The system of claim 188, wherein a common schema identifies data designations selected from the group consisting of components of value, sub components of value, known value drivers, elements of value, sub elements of value, non-relevant attributes and combinations thereof.

192. (new) The system of claim 188, wherein each keyword maps to the common schema.

193. (new) A computer implemented keyword relevance method, comprising:

integrating a plurality of data from a plurality of organization related systems, user input, an Internet and one or more external databases in accordance with a common schema, searching for a plurality of keywords on the Internet and in one or more external databases, storing a location for each identified keyword, counting and classifying each stored keyword, creating one or more keyword performance indicators,

developing a model of organization financial performance by category of value that quantifies an impact of each of one or more keyword performance indicators, and

using the quantified impact of each keyword indicator as a measure of a relevance of each keyword to the organization

where a plurality of keywords and classification information are obtained from user input.

194. (new) The method of claim 193, wherein at least some data are pre-specified for integration and conversion

195. (new) The method of claim 193, wherein a plurality of organization related systems are selected from the group consisting of advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, intellectual property management systems, process management systems, vendor management systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), scheduling systems, supply chain systems, quality control systems, purchasing systems, risk management systems and combinations thereof.

196. (new) The method of claim 193, wherein a common schema identifies data designations selected from the group consisting of components of value, sub components of value, known value drivers, elements of value, sub elements of value, non-relevant attributes and combinations thereof.

197. (new) The method of claim 193, wherein each keyword maps to the common schema.